

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Morgan Perry

Application No.: 10/759,553

Confirmation No.: 8102

Filed: January 16, 2004

Art Unit: 3688

For: METHOD OF DISTRIBUTING TARGETED  
INTERNET ADVERTISEMENTS BASED ON  
SEARCH TERMS

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Examiner: S. Dagnew

**RESPONSE AND REQUEST FOR CONTINUED EXAMINATION AFTER FINAL  
ACTION UNDER 37 C.F.R. 1.116**

MS RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Commissioner:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated December 9, 2009, Paper No. 20091201, finally rejecting claims 6-8, 10-17, 19, 20 and 23-31, please amend the above-identified U. S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.